

HISTORIC PRESERVATION ADVISORY BOARD

MAY 2, 2019

The Historic Preservation Advisory Board of the City of McKinney, Texas met in regular session in the Council Chambers of the Municipal Building on Thursday, May 2, 2019 at 5:30 p.m.

Board Members Present: Chairperson Lance Hammond, Vice-Chairperson Karen Zupanic, Jonathan Ball, Shannon Burton, Coryanne Ettiene, Carl R. Smith, and Terrance Wegner

Staff Present: Director of Planning Jennifer Arnold, Historic Preservation Officer Guy Giersch, and Administrative Assistant Terri Ramey

There were five guests present.

Chairperson Hammond called the meeting to order at 5:35 p.m. after determining a quorum was present.

The Board unanimously approved the motion by Vice-Chairperson Zupanic, seconded by Board Member Ettiene, to approve the following consent item, with a vote of 6-0-0:

19-0271 Minutes of the Historic Preservation Advisory Board Regular Meeting of March 7, 2019.

END OF CONSENT

Board Member Ball arrived at 5:42 PM.

Chairperson Hammond continued the agenda with the Regular Agenda Items.

19-0005HTM Conduct a Public Hearing to Consider/Discuss/Act on the request by Chris and Kristen Tovar for approval of a Historic Marker for the house located at 603 North Kentucky Street. Mr. Guy Giersch, Historic Preservation Officer for the City of McKinney, explained the Historic Marker application. He discussed the history of the house and the previous property owners. Mr. Giersch stated that Staff was recommending approval of a Historic Marker for 603 North Kentucky Street and offered to answer questions. Board Member Ettiene asked if the Dowell family living in the house made it eligible for a historic marker. Mr. Giersch said not necessarily and that it takes everybody to make a community. He stated that the whole story of the house is important. Mr. Giersch gave examples of how other property

owners of the subject property were significant to McKinney's history. Board Member Ettiene stated that they were interesting pieces of history. Mr. Chris Tovar, 603 North Kentucky Street, McKinney, TX stated that he concurred with the Staff Report. He stated that it was fun researching into the history of the property. Vice-Chairperson Zupanic asked if the house had been previously featured on Chestnut Square's Holiday Tour of Homes. Mr. Tovar was not aware of the house being a part of the event in the past. He stated that they had considered applying to participate. Board Member Burton stated that the supporting documentation was very good and that she enjoyed reading it. Mr. Tovar stated that they wanted to document to story of the house for future generations. Board Member Ball asked if any work needs to be done to the house. Mr. Tovar stated that no major repairs were needed at this time. He stated that there would need to be some work done on the window sashes and frames at some point. Mr. Tovar stated that the house has been taken care of and updated. He stated that the original floorplan is pretty much in tack. Mr. Tovar stated that he is a general contractor. Board Member Burton asked what work they have completed on the house since purchasing it. Mr. Tovar stated that they had completed some repairs to the exterior siding, minor window repairs, and replaced the front door to fit the style of the house better. He stated that a lot of major upgrades were completed prior to them purchasing the house. Board Member Smith asked if they had any hail damage to the exterior of the house. Mr. Tovar said no and that they have only seen pea sized hail since they purchased the property in June 2017. He stated that most of the windows in the house were original. Chairperson Hammond opened the public hearing and called for comments. There being none, on a motion by Board Member Ball, seconded by Board Member Wegner, the Board unanimously voted to close the public hearing and approve the request as recommended by Staff, with a vote of 7-0-0.

19-0005HT Conduct a Public Hearing to Consider/Discuss/Act on the request by Chris and Kirsten Tovar for Approval of a Level 1 Historic Neighborhood Improvement Zone Tax Exemption for the house located at 603 North Kentucky Street. Mr. Guy Giersch, Historic Preservation Officer for the City of McKinney, explained the proposed Level 1 Historic Neighborhood Improvement Zone Tax Exemption request. He stated that Staff was recommending approval of the Level 1 Tax Exemption for 603 North Kentucky Street. Mr. Giersch offered to answer questions. Vice-Chairperson Zupanic asked if the house had previously been featured in an annual Home Recognition Program calendar. Mr. Giersch stated that that the house had not been previously been featured in the annual calendar. Vice-Chairperson Zupanic asked if the house had previously been nominated for the annual calendar. Mr. Giersch stated that he felt the house had previously been nominated. Board Member Burton asked for the estimated ad valorem taxes for the property. Ms. Terri Ramey, Administrative Assistant for the City of McKinney, stated that the estimated ad valorem taxes for this property in 2017 was \$1,739. Mr. Giersch stated that the taxes typically increase over time. Mr. Chris Tovar, 603 North Kentucky Street, McKinney, TX stated that he concurs with the Staff Report and offered to answer questions. There were none. Chairperson Hammond opened the public hearing and called for comments. There being none, on a motion by Board Member Ettiene, seconded by Board Member Burton, the Board unanimously voted to close the public hearing and approve the request as recommended by Staff, with a vote of 7-0-0.

END OF THE REGULAR AGENDA ITEMS

Chairperson Hammond continued the agenda with the Discussion Item.

19-0272 Discuss Historic Home Recognition Calendar. Mr. Guy Giersch, Historic Preservation Officer for the City of McKinney, gave an update on the annual calendar project. He encouraged the Board Members to submit their historic fun facts for the months assigned to them, if they had not

turned them in already. Mr. Giersch stated that there will be a new vendor printing the calendars this year. Board Member Wegner asked if the amount raised to date in calendar advertisement sales was lower than the total amount sold last year. Ms. Ramey stated that currently we had not sold all of the advertisement spaces that were sold last year. Staff and Board Members discussed who was going to contact previous calendar advertisers that have not purchased advertisements to date. Board Member Ettiene suggested that we add "Sip and Shop Late Night Second Saturdays" on the calendar pages and contacting Mr. Andrew Jones, Special Events Coordinator with the McKinney Performing Arts Center (MPAC), about paying to promote the events monthly on the calendar pages. Mr. Giersch stated that he could speak with Mr. Jones about it. Board Member Burton asked how we might charge for this type of promotion on the calendar pages. Board Member Ettiene suggested that those events could possibly be in a bold color to stand out. She thought a sizable amount could be charged for promoting it on all of the calendar pages. Chairperson Hammond explained that the impression driven advertisement was generally more expensive than placement advertising. Board Member Ettiene stated that she felt Main Street's festivals and activities could be handled similarly. Mr. Giersch stated that we had been including that information for free in the previous calendars. Board Member Ettiene stated that we should be charging for it. Chairperson Hammond stated that the Main Street events were not necessarily branded on the pages, which is what we are discussing trying to do the Sip and Shop Late Night second Saturday events. He stated that we have been listing Second Saturday and people did not know what it was, so it might not have driven them to the website or the events. Chairperson Hammond stated that he felt there is a difference in the value of this proposition. Board Member Ettiene stated that there are a lot of independent team leagues in McKinney that we might want to contact to help promote their

recruitment events in the calendar. She stated that they all have a board of directors with money for marketing. Board Member Ettiene gave examples of lacrosse, football, and soccer leagues. She stated that she sees a lot of revenue opportunities that we were not tapping into. Mr. Giersch agreed that there are some other revenue possibilities. He stated that there is limited space on the calendar pages to include information on certain dates. Board Member Ettiene suggested that someone should contact The Neathery Estate bed and breakfast located at 215 North Waddill Street, McKinney, TX. Vice-Chairperson Zupanic suggested contacting someone with the Art Club of McKinney about purchasing an advertisement. She stated that they might want to promote McKinney Art Studio Tour (MAST) in the calendar. Vice-Chairperson Zupanic also suggested contacting Playful Corp. to see if they would be interested in purchasing a calendar advertisement. Board Member Ball stated that he should be able to start photographing some of the houses being featured in the calendar later this month. The Board briefly discussed how to find fun facts. Mr. Giersch suggested that the members could go to the Texas Digital Newspaper Program on the University of North Texas (UNT) website for some research options. Board Member Ettiene asked if Staff had discussed holding a gala at Chestnut Square to promote the annual calendar and the Historic District. She suggested the gala could raise money for grants for high school students interested in history and willing to research McKinney's historic data. Mr. Giersch stated that for two years we had artwork representing the featured houses in the calendar and was part of the Art & Music program celebration to roll out the calendar. He stated that using the photographs of the artwork instead of the actual houses was not very well received. Mr. Giersch stated that he liked the idea of raising money to establish a scholarship fund. Board Member Ettiene stated that she would be willing to help with setting it up.

END OF DISCUSSION ITEMS

Chairperson Hammond called for additional comments.

Mr. Giersch asked the Board if they had any more ideas regarding researching the history of the Downtown McKinney buildings. Board Member Ettiene suggested that we ask McKinney high school students to do the research. Mr. Giersch stated that many of the schools are very busy with their curriculum. Board Member Burton stated we could contact the Social Studies or History departments to see if any students want to go above and beyond what is required or see if it could be a special project for possible recognition. She offered to speak with a high school teacher to see if they might be interested in participating. Vice-Chairperson Zupanic offered to promote the research project for Downtown McKinney buildings on the Volunteer McKinney website. She thought students looking for Green Cord hours during the summer might be interested. Vice-Chairperson Zupanic stated that she would list Mr. Giersch as the contact for more information.

Board Member Ettiene stated that they have a lot of customers asking for advice on what all to see in Downtown McKinney. She asked if the City has a budget to purchase historic markers for some of the important Downtown McKinney sites. Mr. Giersch stated that the metal signs are very expensive and we do not have a budget to purchase them. Board Member Ettiene asked if Main Street might be able to afford the signage. Mr. Giersch stated that the larger metal signs could cost around \$500 – 600 each, which might be too costly for their budget. He suggested looking at the Walking Tour maps and the Historic Resource Survey on the City's website for some historic information on certain properties. Ms. Ramey offered to print off the Residential and Downtown McKinney Walking Tour maps for Board Member Ettiene to distribute at her store.

There being no further business, on a motion by Board Member Ball, seconded by Board Member Burton, the Board unanimously approved the motion to adjourn the meeting, with a vote of 7-0-0. Chairperson Hammond declared the meeting adjourned at 6:27 p.m.

LANCE HAMMOND
Chairperson